



COLLEGE OF BUSINESS, ECONOMICS, AND COMPUTING

Advisory Board

October 25, 2018

Alumni Room ♦ Student Center

UW-Parkside Campus

College of Business, Economics, and Computing
Advisory Board Meeting
Alumni Room, Student Center
UW-Parkside Campus
October 25, 2018
4-7 p.m.

1. Opening remarks (4 p.m.)
 - a. Neha Misra, Chair
 - b. Dirk Baldwin, Dean
 - c. Introduction of Guests
2. Chancellor Debbie Ford's Remarks
3. University Strategic Plan Update
4. CBEC Advisory Board Scholarship Recipient: Grusha Ahluwalia.
5. Discussion Topics (4:30)
 - a. Career Panel Discussion for 50th Anniversary February 20th, 12 pm
 - b. Promoting CBEC and UW-Parkside (From "hidden gem" to "shining jewel").
6. Dinner and Continued Discussion (5:30)
7. CBEC News
 - a. Cloutier and Eastman Research Key to \$1.5 million grant
 - b. \$100,000 Innovation Fund Grant Promotes IT Careers
 - c. Making an Impact through Live Projects: SEG Center and App Factory
 - d. Teaching Robotics
 - e. Sales Center and Sales Competition Hall of Fame
 - f. GBSAA Donation Honors Dr. Mike Manion and Creates MBA Commons
 - g. Online MBA Program Begins
 - h. Dr. Michele Gee Appointed to AACSB Board
 - i. International Initiatives
 - j. Kristin Fritz: Executive in Residence Fall 2018
 - k. Wisconsin Idea Smart Future Summit
 - l. Wisconsin Science and Technology Symposium (WSTS)
8. Enrollment Data

Appendices

Advisory Board Meeting Minutes – 6/13/18
Advisory Board Bylaws
Advisory Board Members – Fall 2018

Discussion

Career Panel Discussion for 50th Anniversary February 20th, 12 pm.

- Who would like to be on the panel?
- What makes a panel successful?
- What should be the format?
- How do we obtain questions?

Promoting CBEC and UW-Parkside (From “hidden gem” to “shining jewel”).

- Who do we target?
- Purpose of message.
- What is our message?
- Promotional Method.

Target	Purpose	Message	Methods

CBEC News

Cloutier and Eastman's Research Key to \$1.5 Million Grant

Norm Cloutier and Carolyn Eastman's research on [Determinants of the City Racine's Labor Market Performance](#) was key to the successful \$1.5 million [StriveTogether](#) matching grant received by Higher Expectations. Norm Cloutier is a Professor of Economics and Carolyn Eastman is a 2018 Economics and Business Management graduate. The grant is specially designed to help single mothers gain employment through educational advancement and training opportunities. The grant also helps children of single mother's become academically and socially ready for Kindergarten. Local businesses will participate in the program.



The vision of Higher Expectations is to establish a fully capable and employed Racine County workforce. Jeff Neubauer, Higher Expectations Executive Director, states, "We go where the data takes us." ("[Higher Expectations Initiative to Help Unemployed Single Mothers, Their Children](#)," *Racine Journal Times*, August 29, 2018). Cloutier and Eastman's study found that "single mothers in Racine are disproportionately affected by barriers to employment than those in surrounding communities" (*Racine Journal Times*). According to Neubauer, the Cloutier and Eastman study sparked the initiative to focus on single mothers. The Cloutier and Eastman study is an excellent example of how faculty led undergraduate research positively impacts our region.



\$100,000 Innovation Fund Grant Used to Promote Information Technology Careers

The Computer Science and MIS program received a \$100,000 grant to promote careers in computer science and MIS. A portion of this grant was used in summer 2018 to offer a free workshop to high school students on mobile app development. Fifteen students from Racine and Kenosha counties attended the four week



workshop, offered by Professor Zaid Altahat. After completing the workshop, the fifteen students were employed by the App Factory for the remainder of the summer. The students were assigned to three project teams, supporting the progress on three apps. One of the high school students remains employed by the App Factory throughout the academic year. Of the fifteen students, four were seniors, seven were juniors, and four were freshman. Four of the students were female and five were from underrepresented minorities.

In addition to the programs designed for high school students, the grant was used to fund 29 scholarships for incoming freshman intending to major in computer science or MIS. The money is also used to employ freshman and sophomores at the App Factory. Freshman and early sophomores are not commonly employed in the App Factory because they do not yet possess the required programming proficiency. The grant money allowed the students to be paid for training, testing apps, and participating in team meetings. Money is also being used to fund technology needed for app development. Laptops and MacBooks are being made available to App Factory employees who do not have the necessary hardware for app development.

The App Factory is an award winning program that employs UW-Parkside to develop mobile apps for paying customers. Additional information about the App Factory can be found at:

<https://www.uwp.edu/connect/businessandcommunity/app-factory.cfm>.

Making an Impact through Live Projects 2017-2018

The College of Business, Economics, and Computing is a leader in the use of live projects that facilitate student learning and contribute to the economy. In 2017-2018, 346 students worked on 96 projects, through the supervision of 10 faculty members in the Ralph Jaeschke Solutions for Economic Growth (SEG) Center. The App Factory worked on 13 projects and employed 30 students during this time period.

The projects can be roughly categorized as follows:

- 29 Projects Information Technology Related
- 37 Marketing Related
- 3 Business Plans
- 26 Business Process Improvement Plans
- 1 Labor Study

Sample projects follow:

Sponsor	Project	Number of Students	Faculty Member
Kenosha Transit	Web based portal for Kenosha Bus System	4	Altahat
College Box	Business plan for startup company	5	Ye
Mike's Chicken and Donuts	Marketing Plan	4	Manion
Bon Bon Belle Bridal	Marketing Plan	2	Manion
Library	Cybersecurity risk	1	Lincke
Waterford Chamber of Commerce	Marketing Research	4	Knight
Visioning Greater Racine	Marketing Research	12	Knight
Racine County Zoo	Website	3	Miles
United Way of Kenosha	Database	4	Chalasan/ Subramaniyan
Marble Pillar	Marketing Research for a startup company	4	Knight

Teaching Robotics

Whether it's through Take Your Child to Work day or summer camps, CBEC is striving to motivate students to consider careers in computer science or MIS through bringing robotics to life for elementary and middle school children. The following pictures highlight robotics instruction this year.



Training from Matt McPherson, CS System Administrator.



Best in Class Sales Center Launched as Five Inducted into the UW-Parkside Sales Competition Hall of Fame

*This article is an edited version from [Dr. Peter Knight's LinkedIn feed](#)

October 4th was a night to remember for the College of Business, Economics, and Computing (CBEC) at the University of Wisconsin-Parkside particularly for our sales program.



Philip Labar and Ashley Marchetti

The Board of Regents of the University of Wisconsin system held their annual meetings on our campus October 3rd through 5th in conjunction with UW-Parkside's 50th anniversary. After the daily meetings on October 4th a reception was held in our developing Innovation Corridor which includes CBEC's App Factory, Cyber Security Lab, Data Analytics Lab, Computer Science Lab, Small Business Development Center, Ralph Jaeschke Solutions for Economics Growth (SEG) Center and now our new Sales Center.

The Sales Center was constructed with the generous support of our primary founding sponsor **Impact LLC** as well as gold sponsorships funded by **Northwestern Mutual, ZMac Transport, Catalyst Exhibits, Johnson Financial, Uline, InPro and Gartner Inc.** The lab features a reception area equipped to simulate a cold call scenario which also acts as a holding area with a Scala digital display continuously broadcasting some of the most memorable moments in the 10 years of the sales competition history of the university. The heart of the sales lab is three role-play rooms all equipped with state-of-the-art video recording, playback, editing, sharing and streaming capabilities as well as desktops with monitors to facilitate training exercises using video conferencing and CRM software.

The lab was christened that night by an exercise which required the 39 students in the fundamentals of personal selling class to complete a two minute elevator pitch in one of the lab rooms that was streamed to industry judges and other viewers in the SEG Center. Grading and feedback on the elevator pitches from viewers was conducted via a Web survey sent to their phone.



The night was made extra special by the induction of five individuals or teams into the Sales Competition Hall of Fame. Inducted were:

- The 2013 National Team Selling Competition championship team comprised of Josh Frazier, Jeremy Mishork, Carlyse Mayfield, and Nathan Whitaker;

- First runner-up team Vivek Shetty and Joe Fullington at the National Collegiate Sales Competition 2015- MBA division;
- 2016 National Sales Challenge role-play champion and team champion Nicole Thomsen;
- 2016 National Sales Challenge team champion and first runner up in the speed sell as well as a quarter-finalist at the 2017 National Collegiate Sales Championship, Jack Nickeas;
- The 2017 National Collegiate Sales Championship MBA champions and first runner-up in 2018 at the same competition Philip Labar and Ashley Marchetti.

Many of our former champions including 2013 Sales Hall of Fame inductees Kyle Hagemann and Sarah Porter as well as national competition award winners Rob Hogan and Shannon Geaslin and excellent multiple time competitors Jeremy Schreier and Tali Torhorst (2019 MBA NCSC Team member with Mike Zarletti) all showed their loyalty and support for the program by returning for the event and also doing a great debrief and advice session for students who had completed their elevator pitches.

Many thanks to Dr. Peter Knight for arranging the Sales Hall of Fame event.



L to R Fullington, Hagemann, Knight, Porter, Thomsen, Hogan, Schreier, Frazier

GBSAA Donation Sparks Creation of the MBA Commons

Thanks to the generous donation of the Graduate Business Student and Alumni Association (GBSAA), the MBA Commons was officially opened on Friday, October 19. The donation given “with gratitude for the expertise and mentorship of Dr. Michael T. Manion,” brought to life the longtime wish of many MBA students—a room to study, practice presentations, relax, and meet with teams. The MBA Commons contains a large digital display, meeting tables, a privacy chair, whiteboard, and coffee. Founders of the GBSAA, longtime members, current MBA students, and faculty celebrated the opening.



Dr. Manion next to the plaque



Dr. Manion and Current MBA Students



Doug Andrewski (current GBSAA President), Dr. Manion, Danielle Waterworth (founder of GBSAA), Maureen Sorensen (long time officer), and Tracy Sunday (founder of GBSAA).



New 100% Online MBA Began Fall 2018

As of October 22, UW-Parkside's new 100% online Master of Business Administration program has enrolled 56 students. The UW-Parkside [online MBA](#) is offered in an accelerated format and can be completed in as few as 12 months at an affordable tuition of \$18,000. This 30-credit-hour program provides six options for students—a general management MBA track in addition to MBAs with concentrations in data analytics, finance, global management, marketing, and supply chain management.

The relevant core curriculum focuses on strategic management concepts, particularly business-level and corporate-level strategy formulation, implementation, and control. Students study competitive decision making, including the use of an online business simulation, and will learn to manage and coordinate diverse workers across national boundaries, using case studies involving different cultures.

Sachi Schevikhoven was the first student admitted to UW-Parkside's fully Online MBA that began in the Fall Semester, 2018. Dr. Michele Gee states: "We are delighted that one of our former undergraduate students, who graduated cum laude in 2015, is the first to be admitted to our Online MBA. I remember Sachi as an excellent student in my undergraduate business capstone course, and she is now working successfully in the corporate world." Sachi works as a sales operations manager at Luxor Corporation where she uses data analytics, reviews sales tactics, and addresses sales logistics, contracts, rebates, and internal/external communications. We wish Sachi and all of our MBA students, continued academic success and professional growth.

Dr. Michele Gee Appointed to AACSB Board

Dr. Michele Gee was specially selected to serve on the Association to Advance Collegiate Schools of Business International (AACSB) Board of Directors for the Associate Deans Affinity Group. AACSB has over 1600 member organizations, and has accredited more than 800 business schools in universities worldwide. AACSB accreditation represents the highest standard of achievement for business education. Less than 5% of business schools globally meet the rigorous AACSB standards.



There are approximately 700 associate deans from accredited business schools around the world who are members of the AACSB affinity group. Dr. Gee is one of three selected this year to serve a three-year term. Her fellow board members include associate deans from France, England, the Netherlands, Egypt, Australia, and Qatar. College of Business, Economics, and Computing (CBEC) faculty, staff, and students are proud of Dr. Gee's appointment to this prestigious board.

International Initiatives

The College of Business, Economics, and Computing strives for a global classroom and seeks opportunities for its students to further their understanding of global cultures through study trips, study abroad, international internships, and faculty exchanges.

Dr. Manoj Babu, Visiting Assistant Professor of Management, and Jim McPhaul, Small Business Development Center (SBDC) Director and Lecturer, are advancing their own knowledge, representing UW-Parkside, and presenting at Global Week at Chitkara University in India.



According to the Chitkara website, "Global Week is a footprint of Global Engagement at Chitkara University and one of the best ways of internationalizing the student learning experience...Chitkara University has been continuously hosting this event where eminent faculty members are invited from across the world to teach predetermined short module courses."

In addition to participation in Global Week, CBEC is in the final stages of preparing a memorandum of understanding with Chitkara University that allows their students to complete two years at Chitkara and their final two years at UW-Parkside.

In addition to the new relationship being established at Chitkara, eleven students from N.L. Dalmia University in Mumbai, India are completing their MBA at UW-Parkside. This is the first group of students to arrive at UW-Parkside as part of the MOU created last year. This program allows students to complete MBA foundation courses at N.L. Dalmia that help prepare them for UW-Parkside's program.

Relationships to universities in China are also being maintained and created. Provost Rob Ducoffe recently renewed MOUs with Beijing Technology and Business University (BTBU) and Beijing Information Science and Technology University (BISTU). These MOUs cover both the MBA and MSCIS program. Provost Ducoffe also signed a new agreement related to the MSCIS program with Jiangnan University in Wuhan China. A previous MOU with Jiangnan covered the MBA program. Dean Baldwin visited Jiangnan University in April 2018.



While the number of international students in the U.S. has trended downward, CBEC's leadership in global initiatives has helped UW-Parkside with a record enrollment of international students.

FALL 2018 Executive in Residence: Kristin L Fritz

Vice President, Human Resources, Architecture & Software, State Development and Headquarter Functions, Rockwell Automation

TUESDAY, OCTOBER 23

9:30 & 11 am | Student Center Cinema



Since 2002, **Kristin Fritz** has been employed with Rockwell Automation, the world's largest company dedicated to industrial automation and information. Currently, she serves as Vice President of Human Resources, Architecture & Software (A&S), Strategic Development and Headquarter functions (Human Resources, IT, Finance, Office of General Council, Corporate Development). She provides leadership to ensure that the talent strategies for these groups help realize the company's Connected Enterprise vision.

Previously, she served as vice president Organization and Talent Effectiveness. Kristin joined Rockwell Automation in 2002 as a manager of Human Resources.

In 2007, she assumed the role of vice president, Human Resources for Operations and Engineering Services (OES) organization and for headquarters.

In 2017, Kristin began serving as a key member of the leadership team for Academy of Advanced Manufacturing, a partnership between Rockwell Automation and Manpower Group, which recruits and trains United States Military Veterans for the position of "technician" in US manufacturers.

Prior to joining Rockwell Automation, Kristin spent nine years with Golden Books Publishing Company (the world's largest printer and publisher of children's books) in Racine, WI, and New York City, progressing from Human Resources representative to vice president for the organization. In total, Kristin has 30 years of experience in the human resources field.

Kristin has a bachelor's degree in business administration with an emphasis in Human Resources and an MBA from the University of Wisconsin-Parkside.

In addition, Kristin has spent time in the United States Army Reserves as a medic. When not at work, you can find Kristin enjoying time with her 3 adult children (Zak, Kayla and Max), her 2 dogs (Rusty and Bubba), running and volunteering at the Racine Humane Society, keeping the less fortunate pups safe and secure.

Most recently, she has started instructing an HR Management course on-line for UW-Parkside.

Wisconsin Idea Smart Future Summit Bring Community Together

Edited from [original publication](#) at UW-P website by Derek Fye

Tuesday, Aug. 7, the UW-Parkside Student Center Ballroom was buzzing with excitement and positivity about the potential futures of smart cities. The Wisconsin Idea Smart Future Summit brought together 200+ community leaders, members of higher education, and business and industry leaders from the southeastern Wisconsin region to learn about and discuss transitioning the region into a smart community. The event gave these community, education, and business leaders the opportunity to learn what a smart city is all about, what it takes to create one, and listen to experienced leaders in the smart city industry. There was also an opportunity for attendees to hear from key community leaders in three different panels and discuss the various ideas and perspectives.



President of the University of Wisconsin System Ray Cross opened the day by addressing the important role education plays in change. Cross also introduced one of the summit's featured speakers Digi.City Founder Chelsea Collier. Collier has traveled the world learning how cities and regions of all sizes plan and use smart technology. At the end of her presentation she fielded questions from members of the audience about various aspects of smart cities.

There was also a session with Johnson Controls Vice President Lisa Roy. She spoke about the company's implementation of smart city technology at the Pro Football Hall of Fame in Canton, Ohio.

Alan Yeung, director of U.S. strategic initiatives for Foxconn, spoke about his company's plan to build the first TFT-LCD Fabrication Plant in U.S. history. Yeung also announced further details on the Foxconn Smart Cities, Smart Futures Competition.

The table discussions throughout the day gave attendees an opportunity to talk about smart city technologies, their implementation, significant messages throughout the day, and key challenges. Attendees mentioned the importance of political will and building trust with constituents in order to make the best, well-informed decisions on key issues.

They talked about the importance of human capital, collaboration, commitment to participating and contributing to the community, diversity and inclusion, public and private partnership, and leadership that helps transcend boundaries and unify individuals under one vision for a better future. They asserted that a clear vision is imperative to rallying around community objectives.

The challenges that the community will face include the continuity of a clear vision and objectives with the continual changing of leadership that is part of a democracy. Trust was also asserted to be key to ensuring involvement and cooperation of human capital. The reconciliation of goals and priorities between members of both the public and private sectors was also determined to be vital in the pursuit and successful implementation of a collective goal.

Throughout the day, three different panels discussed the concept of smart cities and its practical applications, implementation, and impact on the region.

The education panel, moderated by Mr. Tim Mahone, president and owner of public affairs consulting firm Mahone Strategies, featured UW-Parkside Chancellor Debbie Ford; UW-Milwaukee Chancellor Mark Mone; Gateway Technical College President Bryan Albrecht; Milwaukee Area Technical College (MATC) President Vicki Martin; Carthage College President John Swallow; and Medical College of Wisconsin Provost Joseph Kerschner. The panel discussed the importance of education for creating and supporting smart communities and the employment opportunities that this community evolution could create.

Chancellor Ford spoke about what she finds most interesting about smart regions. "We are ready to embrace the opportunities that lie ahead of us," she said. "This morning when Chelsea asked us who had a really good working knowledge of what a smart city is, just a few folks raised their hands. The opportunity for us to learn together and to really create through collaboration is what is intriguing and exciting to me.

"A couple of things that smart cities have in common: A smart and innovative population that's led by higher education - check for our region. A strong entrepreneurial ecosystem - check. A smart government and infrastructure - check."

President of WisPolitics.com Jeff Mayer moderated the government panel. Racine County Executive Jonathan Delagrave; Racine Mayor Cory Mason; Racine County Register of Deeds Tyson Fettes; City of Kenosha Director of Community Development Jeff Labahn; and Kenosha County Chief Information Officer Martin Lacock talked about the importance of connectivity and collaboration and the impact of smart cities on local government and infrastructure.



Mason asserted that the best course of action in regards to improvement is to focus on just a couple challenges rather than all of the issues at once.

"I think if we try to do all of them all at once, we might find ourselves in a position where we're not succeeding at as many of them as we would like," Mason said. "Focus on two or three things and do them well." He also stated that it is necessary to recognize infrastructure already in place that will facilitate and accommodate smart city technology.

"Some of this stuff already exists, so even though the concept might be new, give yourself a little bit of credit," Mason stated. "You probably have some assets in place that would allow your city or municipality or the region to build onto this model."

The day drew to a close with the industry and business panel moderated by Collier. The participants along with Roy from Johnson Controls and Yeung from Foxconn were Chief Operating Officer with



Midwest Energy Research Consortium (M-WERC) Jeffrey Anthony; Deputy Secretary and COO with Wisconsin Economic Development Corporation Tricia Braun; and Vice President of Strategic Partnerships with Advocate Aurora Health Care Laura Spurr. The panel expanded upon what smart cities and economic expansion would mean for the work force and for students of the region's institutions of higher education.

WSTS 2018 Brings Together More than 200 Innovators to UW-Parkside

Originally posted August 27, 2018 on [WiSys website](#), by Bir Maas



Nearly 250 University of Wisconsin innovators came together at UW-Parkside for the 11th annual Wisconsin Science and Technology Symposium (WSTS), a two-day symposium aimed at sparking collaboration between faculty, staff, students and industry partners across the state.

The conference included scientific presentations, panel discussions and networking activities to highlight the potential for partnerships across disciplines and across campuses.

"We were proud to partner with WiSys to celebrate the intersection of science, technology and innovation," UW-Parkside Chancellor Debbie Ford said.

Keynote speaker and UW-Parkside alumnus Dr. Thomas Krummel, of Stanford University, opened the symposium with an inspiring address highlighting his personal journey with innovation.

A special Day 2 Luncheon Keynote address by Alan Yeung, Director of U.S. Strategic Initiatives at Foxconn, explored how the company plans to invest in and encourage innovation across the state.

WSTS 2018 also featured a student research poster symposium, where more than 60 student teams presented their projects to compete for cash prizes, as well as an innovation showcase, where five student teams presented their prototypes, apps, computer games and creative work.

This year's WiSys Quick Pitch State Final spotlighted 11 winning pitches from the nine regional campus Quick Pitch competitions last year. Participants faced off in front of a statewide crowd – including campus leadership and business community members - to present their research in three minutes or less.

The Faculty Open Mic session echoed the Quick Pitch, giving UW System faculty members five minutes and three slides to present on their research, successful collaborations and programs, or collaboration needs. At a parallel session, students were invited to attend a special Career Panel to hear from various industry experts providing their insight on career development and how experience in undergraduate research creates valuable opportunities.

The annual evening dinner and networking event served as an awards ceremony, where WiSys President Arjun Sanga presented the 2018 Carl E. Gulbrandsen [Innovator of the Year award](#) to Sam Hunt of UW-Green Bay and Dr. Gokul Gopalakrishnan of UW-Platteville. This was the first year two recipients were chosen for the statewide award, and the first time a student was chosen. Sanga also presented awards for the student competitions (full list of winners below).

"Each year, WSTS brings together the brightest minds across the UW System to showcase their work and form collaborations. This year, we were also fortunate to connect with so many industry partners, like Foxconn, Uline, PPG, Northwestern Mutual and Snap-On," Sanga said. "This partnership between UW innovators and industry is instrumental in furthering the Wisconsin Idea."

WSTS 2019 is scheduled to take place late July 2019, and more information will follow this fall.

Enrollment

UNDERGRADUATE BUSINESS AND MIS MAJORS

	FALL 2018					FALL 2017					FALL 2016					FALL 2015					FALL 2014					FALL 2013				
	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL
ACCT	0	0	2	1	3	0	0	0	3	3	0	1	1	7	9	0	1	4	38	43	0	6	28	53	87	6	28	37	91	162
FIN	9	23	29	63	124	13	12	36	53	114	20	28	32	62	142	9	14	27	50	100	8	19	26	50	103	13	14	17	54	98
GBUS	49	59	100	151	359	51	67	97	129	344	75	81	95	151	402	61	64	102	161	388	64	83	108	129	384	57	74	76	123	330
HRM	5	17	23	44	89	9	14	39	44	106	13	35	34	46	128	14	12	26	61	113	6	17	32	48	103	8	20	19	30	77
MIS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				2	2				2	2
MKT	0	0	1	2	3	0	1	3	7	11	0	3	4	15	22	1	4	13	26	44	7	23	27	28	85	19	27	22	41	109
NONE	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	2	2	4	9				0	0	5	1	2	0	8
BUS MAJOR	63	99	155	261	578	73	94	175	236	578	108	148	166	281	703	86	97	174	340	697	85	148	221	310	764	108	164	173	341	786
BUS ONLINE	0	2	13	30	45	1	5	14	17	37	4	5	4	9	22															
MIS MAJOR	3	11	16	36	66	3	7	22	32	64	6	9	22	25	62	2	9	23	27	61	7	11	15	29	62	6	9	11	41	67
ACCT MAJOR	14	20	44	77	155	13	24	37	87	161	22	28	44	86	180	18	36	57	84	195	21	33	40	57	151	21	9	4	9	43
MKT MAJOR	28	24	43	58	153	21	29	39	56	145	26	34	43	54	157	13	22	31	43	109	18	5	15	15	53					
TOTAL DISTINCT BUS, MIS, MKT & ACCT MJRS					775					778					831					801					760					706
MALE	65	74	142	175	456	52	92	128	183	455	90	88	120	182	480	61	87	135	186	469	74	98	134	148	454	81	93	83	158	415
FEMALE	35	67	76	141	319	49	47	86	141	323	50	74	90	137	351	46	53	92	141	332	33	65	89	119	306	39	67	62	123	291
PART-TIME	10	24	49	91	174	11	20	46	81	158	28	32	54	95	209	13	31	47	82	173	17	25	42	90	174	13	38	38	104	193
FULL-TIME	90	117	169	225	601	90	119	168	243	620	112	130	156	224	622	94	109	180	245	628	90	138	181	177	586	107	122	107	177	513
WHITE	59	93	145	190	487	66	95	128	218	507	99	104	140	231	574	66	99	163	241	569	76	120	163	187	546	93	110	98	200	501
AFRICAN AM	12	9	15	27	63	9	14	13	31	67	15	11	23	20	69	16	8	19	28	71	9	12	19	23	63	8	19	15	17	59
HISPANIC	13	20	36	56	125	11	18	44	48	121	15	30	27	42	114	12	17	29	34	92	11	10	23	32	76	8	17	15	39	79
ASIAN	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	1	1
AM INDIAN	0	2	4	4	10	0	1	3	5	9	1	2	2	3	8	2	1	2	2	7	1	3	2	7	13	2	1	4	2	9
HAWAIIA	1	1	0	1	3	0	0	1	2	3	0	0	2	1	3	0	0	1	0	1	1	1	0	1	3	1	0	1	1	3
ACAMLAOV	1	0	0	1	2	0	1	2	3	6	0	1	3	1	5	1	0	1	1	3	1	1	0	1	3	1	0	1	2	4
PUERTOR	2	3	4	6	15	1	2	7	1	11	2	4	3	1	10	2	3	2	0	7	2	4	1	1	8	0	1	0	4	5
OTHRASN	11	12	11	27	61	13	8	13	13	47	8	8	8	15	39	6	9	7	14	36	5	8	8	12	33	7	8	8	14	37
HMONG	1	1	1	2	5	0	0	2	1	3	0	1	1	2	4	1	0	2	3	6	0	2	3	1	6	0	1	2	0	3
NSPEC	0	0	2	2	4	1	0	1	3	5	0	1	1	3	5	1	3	1	4	9	1	2	4	1	8	0	3	1	1	5

Undergraduate Computer Science

	FALL 2018					FALL 2017					FALL 2016					FALL 2015					FALL 2014					FALL 2013					FALL 2012				
	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL
CENG CONC																																			
CSCI MAJOR	47	58	48	81	234	46	48	49	65	208	46	41	41	71	199	33	36	48	70	187	38	47	39	65	189	41	41	36	50	168	26	33	27	43	129
MALE	42	52	43	71	208	42	43	37	60	182	41	29	37	58	165	31	34	43	58	166	36	41	31	54	162	36	34	30	40	140	22	28	22	37	109
FEMALE	5	6	5	10	26	4	5	12	5	26	5	12	4	13	34	2	2	5	12	21	2	6	8	11	27	5	7	6	10	28	4	5	5	6	20
PART-TIME	1	12	10	27	50	3	10	10	19	42	8	15	18	20	61	7	4	4	22	37	5	7	6	16	34	3	7	4	11	25	8	6	6	11	31
FULL-TIME	46	46	38	54	184	43	38	39	46	166	38	26	23	51	138	26	32	44	48	150	33	40	33	49	155	38	34	32	39	143	18	27	21	32	98
WHITE	28	39	39	46	152	25	35	31	41	132	37	30	29	50	146	26	26	34	50	136	29	31	29	49	138	22	32	26	43	123	17	25	21	32	95
AFR AMERICAN	3	3	0	5	11	2	3	2	6	13	1	3	5	1	10	3	3	2	3	11	4	3	1	3	11	9	2	3	0	14	3	0	0	0	3
HAWAIIA	0	2	0	0	2	2	0	0	0	2	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	1	0	0	1	2	0	0	0	1	1
HISPANIC	11	9	5	13	38	11	8	8	10	37	5	5	3	11	24	4	3	7	10	24	1	7	6	6	20	3	5	3	3	14	6	6	3	3	18
ASIAN	5	4	4	12	25	5	2	3	7	17	3	1	2	6	12	0	2	4	7	13	4	5	3	5	17	4	2	3	0	9	0	1	0	5	6
AM INDIAN	0	1	0	1	2	1	0	1	0	2	0	0	1	1	2	0	0	1	0	1	0	1	0	1	2	0	0	0	2	2	0	1	1	0	2
ACAMLAOV	0	0	0	2	2	0	0	2	0	2	0	0	1	1	2	0	1	0	0	1	0	0	0	0	0	0	0	1	0	1	0	0	1	0	1
NSPEC	0	0	0	2	2	0	0	2	1	3	0	2	0	1	3	0	0	0	0	0	0	0	0	1	1	2	0	0	1	3	0	0	1	2	3

Undergraduate Economics

	FALL 2018					FALL 2017					FALL 2016					FALL 2015					FALL 2014					FALL 2013									
	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL	FR	SO	JR	SR	TOTAL					
MON & FIN	1	2	3	12	18	1	1	7	7	16	0	4	4	6	14	1	0	1	9	11	0	0	1	8	9	0	0	2	8	10	0	0	2	8	10
QUANT	1	0	3	4	8	0	0	2	7	9	0	1	3	7	11	0	0	1	5	6	0	0	2	7	9	0	0	2	8	10	0	0	2	8	10
GENERAL	0	2	2	1	5	2	3	1	5	11	4	2	4	7	17	3	3	2	8	16	0	7	3	4	14	3	4	8	4	19	3	4	8	4	19
ECON MAJOR	2	4	8	17	31	3	4	10	19	36	4	7	11	20	42	4	3	4	22	33	0	7	6	19	32	3	4	12	20	39	3	4	12	20	39
TOTAL DISTINCT ECON MJRS					30					33					38					30					28					32					
MALE	1	3	8	12	24	1	3	7	12	23	3	7	6	10	26	3	1	4	12	20	0	6	3	13	22	3	3	8	11	25					
FEMALE	1	1	1	3	6	2	2	1	5	10	2	1	5	4	12	1	2	0	7	10	0	1	2	3	6	0	1	3	3	7					
PART-TIME	0	0	2	3	5	1	1	1	2	5	0	0	1	4	5	0	0	1	6	7	0	0	1	3	4	0	1	2	4	7					
FULL-TIME	2	4	7	12	25	2	4	7	15	28	5	8	10	10	33	4	3	3	13	23	0	7	4	13	24	3	3	9	10	25					
WHITE	2	3	7	10	22	2	2	3	13	20	2	4	9	9	24	2	1	2	14	19	0	5	4	15	24	2	2	11	13	28					
AM INDIAN	0	0	0	0	0	0	0	0	1	1	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1					
HISPANIC	0	0	0	1	1	0	0	0	1	1	1	1	0	1	2	0	0	0	1	1	0	0	1	0	1	1	1	0	0	2					
OTHRASN	0	0	0	2	2	0	0	1	1	2	0	1	0	1	2	0	0	1	1	2	0	1	0	1	2	0	0	0	1	1					
MEXAMER	0	0	1	1	2	1	1	1	1	4	0	1	2	2	5	1	1	1	1	4	0	1	0	0	1										
AFRICAN AMERICAN	0	1	1	0	2	0	2	1	0	3	2	0	0	0	2	0	0	0	2	2															
NSPEC	0	0	0	1	1	0	0	2	0	2	0	2	0	0	2	1	1	0	0	2															

MBA

	F 18	F 17	F 16	F 15	F 14	F 13	F 12
MBA	76	74	85	85	90	110	109
MBAO	56						
Total	132	74	85	85	90	110	109
Afr. Am	7	2	8	6	5	7	4
Am. Ind	4	1	1	0	1	2	3
Asian	35	22	21	17	16	18	19
Hispanic	4	2	6	9	5	5	5
White	82	47	48	53	63	78	78
Nspec	0	0	1				
Female	52	34	35	36	35	49	53
Male	80	40	50	49	55	61	56

MSCIS

	F 18	F 17	F 16	F 15	F 14	F 13	F 12
Total	20	17	13	13	14	9	7
Afr. Am							
Am. Ind							
Asian	14	10	10	8	8	4	4
Hispanic							
White	6	7	3	5	6	5	3
NSPEC							
Female	7	6	8	7	5	3	3
Male	13	11	5	6	9	6	4

Appendices

COLLEGE OF BUSINESS, ECONOMICS, AND COMPUTING

ADVISORY BOARD MEETING MINUTES

June 13, 2018

Alumni Room, UW-Parkside ~ Student Center

4:00 p.m.

Board Members: Leonard Bloom, James Kettinger, Cory Mason, Neha Misra, Thomas Nelson, Doug O'Reilly, Gerald Uick

Faculty and Guests: Dirk Baldwin, Dean - Laura McClure, Dean's Assistant - Manoj Babu, Visiting Professor - Luis Benevoglianti, Advising - Robert Ducoffe, Provost - Dr. Michele Gee, Associate Dean - Jordania Leon-Jordan, Chief Information Officer - Maria Rodriguez, Associate Advisor- Joan Wishau, Advising – Guest - Doug Andrews

Welcoming Remarks and Advisory Board Changes

Jim Kettinger called the meeting to order and welcomed everyone. A plaque was then presented to Jim thanking him for his service as chair to the advisory board. This is Jim's last meeting as chair. He thanked everyone for the opportunity. Dirk then announced the new chair nominee was Neha Misra. Motions were made to confirm the decision. Neha thanked everyone for the chance to serve and promised as chair to help give back to UWP and the community forever as she is grateful for all that she has accomplished in part from her time at UW-Parkside.

Dirk Baldwin Update: Dirk welcomed everyone to the Advisory Board meeting. In our last meeting we discussed the impact of FoxConn. Since then they came to the university and spoke about their Smart City initiative. UWP has a new class regarding the subject starting in the fall. In terms of a Smart City we will discuss what it may mean for us to be a Smart University. What does it mean, where will it take us, and what do we need to think about to attain this. We also have the Provost and the Chief Information Officer here tonight to talk about the universities strategic plan. They will be asking for your input. We have updates on our programs, enrollment and the upcoming 50 year celebration as well. To get started, we have been officially approved by the board of regents to house the Flex BSBA program. We have Dr. Suresh Chalasani here tonight to give us more details. Suresh has been working on the project since its conception and is the leader.

Suresh Chalasani – Flex BSBA

The Flex BSBA is a competency based program. Competency based teaching has been transforming education for the last 10 years. We started working on this project 3 years ago. I have been working with UW Extension to lead and design this program. It's been an honor and a crazy 3 years. Recently, Ray Cross announced that there would be a new structure within the UW system and it was then decided that the program would come to UW-Parkside. All of the students that graduate will be UW-Parkside graduates. This is great for us. There have been a tremendous amount of people working on this program from DPI to financial aid. In 2020 we hope to receive our AACSB certification as well. We will become the first ever competency based program with this distinction.

This program works differently. Students will pay a fixed amount for a 3 month period. They will then have the opportunity to work through as many competency based modules as they can. They will work with a coach, faculty and a lot of other support people. It is a rigorous program but it gives a different option for another form of learning. Students can work at their own pace and get credit for fundamentals that they already know.

Michele Gee, MBA Online program

Today is the launch of our MBA online program. You will begin to see a lot of press releases and a mass marketing campaign effort. As you know we have partnered with AP, Academic Partnership. They have a lot of experts to not only help with course design but everything from inquiries to web design. All of the web pages also refer/link to all CBEC programs. The staff is extremely professional and everything promoted and referenced is "UW-Parkside" although AP is behind the scenes working. The CBEC Advisory Board is also prominently mentioned in the web pages.

We have 6 new concentrations and a revised curriculum that is innovative. Some of the new curriculum is based on the knowledge and ideas that we received from you (Advisory Board) during one of our last meetings. The classes are filled and the response has been great. We appreciate and listen to your input knowing it will make for a better program. It seems to have taken a village to get this off the ground. It is unbelievable but will continue to evolve, expand and grow.

Provost Ducoffe – UW Superior is the smallest of the UW schools, about ½ our size. They've worked 1 ½ years with AP and they have gone from 25 to 219 students. We hope to do as well if not better as we also have the Chicago area to pull from. When we start to hear from our marketing team we will pass along the information.

Question – Will AP help to grow the 4 yr undergrad program too?

So far it is working strictly with online MBA. As I mentioned though all of the information links back to all CBEC programs. When an online program grows, the face to face usually start to grow too. We also hired an Adult Education Advising Administrator to work with students. Manoj Babu is also working on this initiative.

Michele Gee, Parag Dhumal and Suresh Chalasani also received a recent grant from AP to research how competency based learning works online in an accelerated fashion. We will share our research later.

Provost Ducoffe, Jordania Leon-Jordan, Strategic Plan (Page 3 outlines the plan)

The strategic planning committee is meeting with various groups and getting feedback on our goals and overall vision statement. We know that our budget for teaching is down and our costs for administration are up. We need to change this. We have been working with a consultant, Ann Zanzig along with a group of 50 or so people. We are planning to retain our 3 pillars with some tweaking.

We are in the beginning phases and will be analyzing feedback/trends, make changes and so forth. We are going to show you what we have so far and then ask for your likes, dislikes and what you feel we are missing.

Comments – GOALS

The first one, focusing on students is what we need to always have on the forefront. Academic excellence may not be walking through the door as freshmen but an excellent goal as we focus on the student's skills and graduation expectations.

Need a focus on more community engagement programs. We are already good at making a global presence with all of our agreements and abroad opportunities.

We should target the economic value. The goals are not all the same weight, too broad. The comment about supporting staff – how do we retain quality staff?

Are these goals providing enough direction? They need more clarity. What are we going to do and not do?

We should think about these goals in terms of SMART goals. They would be clearer.

Some of these goals seem like a small snapshot in time. Where are we going, how are we getting there and what are we doing? We need to formulate what we are doing better.

Maybe "goals" is the wrong word to even be using at this stage. Maybe "direction" is better because these statements aren't really goals yet.

We are missing how we are making an international presence in this global economy. How are we differentiating ourselves from everyone else?

We should talk more about our culture of innovation. We should be proud of our traditions and alumni accomplishments. We are turning out grads, but parents want to know where their student can go, what they will be able to accomplish after graduation.

Comments – VISION

Like the idea of destination of choice. This is a great destination.

The statement is too wordy. Can it be recited, internalized? It is not easy to remember. We need to think that everyone is going to internalize our message in their own way, but can they? Think about some companies today.

Have you sold any wax today – SC.Johnson
Nationwide is on your side
Allstate, you're in good hands

We need something that everyone can relate to and can do.

We are transforming lives – this relates to the communities, students themselves, families and professors can internalize this, "I am transforming a life today."

The vision statement needs to be shorter.

Like that we are a “destination”.

We need to think about who comes here to UWP. Is it money, they can't afford UW-Milw? We need to think about and push unique things that they can learn here – like the 3D printing we saw in the Channel 12 video.

What distinguishes us?

- Close working relationship between student/faculty

- Project with the community/faculty

- We do more for undergrads than most colleges do for graduate students

- CBEC has a good “brand” SEG Center, App Factory, SBDC – we need to focus these to prospective students.

Provost Ducoffe and Jordania thanked the board for their insight. Noted this session stood out with good comments, especially that we needed a narrow, shorter, bolder vision statement.

Dirk mentioned “transforming lives” again and that we need to be prepared for the unknown. We also need to work on internalizing this vision and have something that resonates with everyone. What we are doing is beyond a slogan.

Smart City/University

Fox Conn came to the university recently and discussed being a “smart city”. There is going to be a seminar on Aug 7 regarding this.

How do we motivate a partnership with Fox Conn?

First we need to think about what it really all means. We should be a smart university first, but what does that look like? Nowhere in our plans does it mention the steps that we will need to take to make this happen.

Smart _____? Factory, city, school?

If we look at or start with technology – we need to use technology to be more effective. What does the university have to do to incorporate this?

- Customize instruction – work on teaching techniques, use tests more effectively to be sure we are teaching to all and not just the middle.

- What technology are the kids using to help themselves study?

- Set up forum with students to see what they need and use?

Smart appliances – how does the student leverage these devices to help their learning? How do they know what to use and when/where to get it?

Online Virtual Realty teaching – it is well researched that his model touches on the social, cognitive and teaching/learning. Does a smart university use this method? Is this the future? No kids in an actual school?

Note that with this type of teaching you can miss out on vital body language and ques. So it's not for everyone.

We have to take note that not all students have access to technology once they leave campus. Not only equipment but internet access as well. Should we start to think more about the budget for technology and see what apps we have readily available for students to use. Should laptops, internet, apps be included with tuition? Some schools, high schools and universities require such devices and it is part of tuition. Should we think about this?

Technology is rapidly changing. Can we keep up with it? Can we support all the students?

Maybe we need to think more about our own infrastructure first.

Internal processes

Scheduling, catalogues, advising systems

Great idea but students don't come here because we have great processes. We need to focus on the teaching smarter aspect but it is hard to get people to change. Many professors are stuck on PowerPoints and an occasional video.

Perhaps a workshop on the available tools that are out there. Get the students involved and teach the teachers what they (students) know and use. Have them teach the teacher what is helpful and why they use it. If we get the teachers ramped up and excited about smart tools that will help them, they can use the items to help themselves. We also have to think that "technology" is what all of these students have grown up with. Using devices, apps, this is their norm. We need to look at that and be the ones to change to meet their needs.

We also know that professors are based on a 9 mo contract. Not only do they not have the time during the school year, they aren't going to take on extra work for free. If we hold some summer sessions and throw a stipend at it we would get interest. This year of 175 staff, 57 are taking summer workshops to better their teaching. A course with students and faculty learning together would be a good idea too.

Dirk – Other News

Page 6 – Certificates

We have too many. None of them have large enrollments. Sometimes they start out good but then drop off. I think our resources would be better spent somewhere else. I am thinking Retail Management with the state and future of the retail market and also Entrepreneurship. These certificates do not really connect to specific disciplines like a CIS student that would get a Cyber Security certificate. They currently don't hold a lot of value.

50 Year Celebration - Please look through all of the events happening throughout the year.

Oct 19 – MBA Commons

Oct 23 - Executive in Residence, Kristin Fritz

Feb 20 – CBEC Advisory Board Career Panel (will be asking for volunteers to participate).

Page 20 – Faculty and staff updates

Spring Executive in Residence

Computer Science Picnic

GSAA Event and much more

Page 14 - Enrollment numbers

We are down a bit from last spring but this may be due to timing of student declarations being filed.

Page 16 – Computer Science is up and Economic majors are stable.

MBA numbers are up and we hope to see that climb due to the curricular changes.

MSCIS is also up

Dirks – closing comments

Thank you all for coming tonight to our first “summer meeting”. Small group but as always good discussions, comments and insights. Please watch for an email with next year’s meeting dates. Also check for all the upcoming events planned for the universities 50th anniversary.

UNIVERSITY OF WISCONSIN--PARKSIDE
COLLEGE OF BUSINESS, ECONOMICS, AND COMPUTING
ADVISORY BOARD

Bylaws

Preamble

The Advisory Board is committed to supporting the College of Business, Economics, and Computing at the University of Wisconsin-Parkside in the pursuit of academic excellence and continuous improvement in its educational programs and initiatives. Composed of business and professional leaders who are acquainted with the needs of the region, the board through its collective wisdom and experience provides advice, ideas, and resources to the Dean and faculty on a variety of issues facing the School. These issues include, but are not limited to: mission; vision; academic programs; accreditation; strategic planning; technology; faculty development; student recruitment, retention, and placement; community engagement; and fundraising.

ARTICLE I

Name and Authority

Section 1: Name

The name of the organization shall be the College of Business, Economics, and Computing Advisory Board.

Section 2: Authority

Subject to the guidelines of the University of Wisconsin-Parkside, the composition, functions, responsibilities, duties, powers, and authority of the College of Business, Economics, and Computing Advisory Board, hereinafter referred to as the Board, shall be as determined by the Board and the College of Business, Economics, and Computing.

ARTICLE II

Role of Advisory Board

Section 1: Activities

The Advisory Board shall serve in an advisory role to the Dean and the faculty to:

1. Provide advice on ways and means of anticipating and responding to the changing needs of business, technology, and society;
2. Review and evaluate the vision, mission, strategic plan, and academic programs of the School;
3. Provide advice and assistance on matters related to accreditation, student recruitment and retention, and faculty development;
4. Provide support for the Executive-in-Residence program and speakers for other School presentations;

5. Assist the School in providing student and faculty internships and employment opportunities for graduates;
6. Assist the School in identifying and cultivating potential financial supporters; and
7. Engage in other activities as approved by the Advisory Board.

ARTICLE III **Advisory Board**

Section 1: Membership

The Advisory Board shall consist of members originally appointed to the Board and those subsequently reappointed or appointed under the provisions of these Bylaws. Members will ordinarily be senior business executives with significant responsibilities in organizations relevant to the School's programs, individuals who have demonstrated their commitment to the University of Wisconsin-Parkside and the College of Business, Economics, and Computing, and others who can contribute in meaningful ways to the work of the Board.

Section 2: Representation

The membership should be representative of the business community, with no more than two members representing the same company, institution, or other organization serving simultaneously on the Board. The Board should consist of at least twenty-five (25) but not more than thirty-five (35) non-faculty members. The Dean of the College of Business, Economics, and Computing at UW-Parkside serves as ex-officio member of the Board. Additional individuals may be appointed as ex-officio by the Chair of the Board.

Section 3: Election of Members

Nominations, including those to fill vacancies, shall be submitted to the Board by the Executive Committee for approval. A majority of the votes cast shall be necessary for the election of a member. Although voting will normally occur at a duly called meeting of the Board, the Chair may call for a vote by U.S. postal mail, e-mail, or telephone. The names of proposed candidates shall be submitted to each member of the Board at least ten days prior to the time of the election. Members of the Board shall give due consideration to the recommendations of the Executive Committee but may accept nominations from the floor at a duly called meeting and elect any other person or persons to membership on the Board in accordance with these bylaws.

Section 4: Term of Appointment

All members, other than those designated as ex-officio, shall be appointed for three years, with the possibility of reappointment. Those chosen to fill vacancies shall hold their membership until the expiration of the term of the original member whose vacancy they fill.

Section 5: Removal of Members

A member of the Advisory Board may be removed by a two-thirds majority vote of those present at a duly called meeting of the Board. The proposed removal must be on the agenda of the meeting at which said action is to take place. Three consecutive absences without notice may also result in termination of membership upon recommendation of the Executive Committee and the Dean.

ARTICLE IV

Governance

Section 1: Bylaws

The Advisory Board shall be governed by its Bylaws.

Section 2: Quorum

A quorum for the transaction of business at any meeting shall consist of one-half of the voting members of the Board.

Section 3: Officers

Officers of the Advisory Board shall consist of Chair, Chair-Elect, Secretary, and Past Chair. The Chair will conduct the meetings of the Board and its Executive Committee. The Chair-Elect will serve in the absence of the Chair.

Section 4: Elections and Terms of Officers

The Chair, Chair-Elect, and Secretary of the Board are to be nominated by the Executive Committee and elected for a two-year term by a majority of the voting members present at a duly called meeting of the Board. The Chair of the Board is also the Chair of the Executive Committee.

Section 5: Voting

All members of the Board, except ex-officio, are eligible to vote on any matters considered by the Board. Approval of issues is determined by a simple majority of those casting a vote. Voting shall be by secret ballot if requested by one or more of the voting members present.

ARTICLE V

Meetings

Section 1: Dates and Locations

The Advisory Board shall meet at least twice each academic year on a date announced by the Chair of the Board or the Dean of the College of Business, Economics, and Computing. Special meetings of the Board may be called by the Chair or Dean at any time, or upon a written request to the Chair or Dean signed by five of the voting members of the Board. Special meetings may be constituted through conference calling of members. Selection of meeting dates and locations will be the responsibility of the Dean in collaboration with the Chair of the Board.

Section 2: Notice of Meetings

Notice shall be given by US postal mail, e-mail, or telephone to members at their usual address at least ten days prior to the annual or regularly scheduled meeting. For special meetings, notice may be given by postal mail, e-mail, or telephone at least three days prior to the date of the meeting. The notice will specify time, place, and the agenda for the meeting.

Section 3: Agenda

An agenda shall be mailed or telephoned with the notice of any meeting of the Board. At the regular meetings, the Chair shall report on the status of the Board, the Dean shall report on the status of the School, and the Chairs of the Standing Committees and Ad hoc committees shall report on their

status. Robert's Rules of Order shall govern the conduct of all meetings of the Board. When such rules are in conflict with the Bylaws, the latter shall govern.

Section 4: Recommendations of the Advisory Board

All recommendations of the Advisory Board are advisory to the Dean for implementation at his/her discretion.

Section 4: Minutes

Minutes of each Advisory Board meeting shall be recorded and available to all members within 30 days after each meeting date.

ARTICLE VI **Duties of Officers**

Section 1: Chair

1. To preside at all meetings of the Board.
2. To submit to the Board for approval a list of members willing to serve on committees.
3. To appoint standing and ad hoc committees as may be required for the resolution of matters not already covered by these Bylaws. Such appointments shall be subject to the approval of the Board.
4. To report to the members of the Board at regular and special meetings.
5. To call special meetings of the Board.
6. To serve as Chair of the Executive Committee.
7. Upon completion of the term as Chair, he/she will move to the Past Chair position and will serve one additional year on the Executive Committee.

Section 2: Chair-Elect

1. To perform the duties of the Chair in the absence of the Chair.
2. To serve on the Executive Committee.
3. To chair the Nominating Committee, a sub-committee of the Executive Board. The Nominating Committee shall recommend Board membership and present a slate of officers to the Executive Committee.
4. To perform other duties as may be conferred by the Chair consistent with the Bylaws.

Section 3: Secretary

1. To keep accurate records.
2. To preserve all documents and records determined by the Board to be a part of its official records.
3. To conduct correspondence as directed by the Board.
4. To serve as an ex-officio member of all committees of the Board.
5. To record the proceedings of all regular and special meetings of the Board.
6. To serve on the Executive Committee.

Section 4: Immediate Past Chair

1. To perform the duties of the Chair in the absence of the Chair and Chair-Elect.
2. To perform other duties as may be conferred by the Chair consistent with the Bylaws.
3. To serve on the Executive Committee.

ARTICLE VII
Committees

Section 1: Executive Committee

The Executive Committee of the Board shall be comprised of the Chair of the Board, Chair-Elect of the Board, Secretary of the Board, Immediate Past Chair of the Board, At-Large Member, and the Dean of the College of Business, Economics, and Computing. The At-Large Member shall be selected by a majority vote of the remaining members of the Executive Committee. The Executive Committee shall recommend Board membership and present a slate of officers to the membership.

Section 2: Standing Committees

The Board shall establish Standing Committees. All Committees shall report to the Board at regular and special meetings, when appropriate. The Standing Committees of the Board are:

1. Executive Committee
2. Industry/Education Partnership Committee
3. Public Relations Committee
4. Resource Committee

Section 3: Ad Hoc Committees

The Chair of the Board shall appoint ad hoc committees as may be required subject to approval by a majority vote of those present at a duly called meeting of the Board

Section 4: Formation of Committees

The procedure for forming the committees shall be as follows:

1. The Chair of the Board shall submit a list of names of members willing to serve on committees to the Executive committee. The committee memberships will be approved by the Executive Committee.
2. The Chair of the Board shall appoint a Committee Chair.
3. A quorum for any committee meeting shall be three members.

ARTICLE VIII
Amendments

Section 1: Recommendations

These Bylaws may be amended at any duly held meeting of the Board. Notice of the proposed changes must be on the agenda of the meeting at which the changes are to be considered. All proposed amendments to the Bylaws shall be referred to the Chair of the Board for inclusion on the agenda of the next regular meeting.

Section 2: Voting

A majority vote of the members present at a duly called meeting of the Board shall be required for the Bylaws to be amended.

ARTICLE IX
Finances

Section 1: General Provisions

There shall be no dues required for membership on the Advisory Board. Any unrestricted monies received as contributions or gifts through the Board shall be deposited in the University of Wisconsin-Parkside Foundation on behalf of the College of Business, Economics, and Computing.

Adopted October 20, 2000
Amended October 8, 2001
Amended January 27, 2003
Amended April 30, 2007
Amended February 12, 2013

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